

ISPC 2026 Proceedings

Contents — 72 Contributions

Final manuscript package prepared October 15, 2026. Chapters 01–71 retain the numbering of the October 1 submission; chapter 72 is the additional accepted contribution by Etzkorn and co-authors. Chapters 65–71 are carried forward from ISPC 2025. Final pagination will be assigned during production.

Keynote Contributions

01. Digitalization in Higher Education – Opportunities and Benefits: Syntea as an AI-supported best-practice example from IU International University

Richard C. Geibel; Sven Schütt; Quintus Stierstorfer

02. AI-enabled Integrated Social Commerce (AISC): An Integrated Platform Model for Discovery-driven Social Commerce

Richard C. Geibel; Annalena Sommer

Track 1

03. Algorithmic Management Beyond the Gig Economy Transposition of Directive (EU) 2024/2831 in the Largest EU Member States and a Compliance Framework for Enterprise Practice

Michele Dilegge

04. The Impact of Artificial Intelligence and Digital Platforms on the Development of the Financial Sector

Natia Kakhniashvili

05. Digital Transformation and Sustainable National Competitiveness under Confrontational Globalization

Givi Bedianashvili

06. Managers' and HR Business Partners' Perceptions of How Digital and AI Initiatives Shape Organizational Commitment in Moroccan SMEs: An Exploratory Qualitative Study

Zidane Lamdaghi; Nihal Lamdaghi; Yvonne Römer; Harald F Von Korflesch

07. Artificial Intelligence for Managerial Decision Optimization: Forecasting Wheat Production in Georgia Using an LSTM Neural Network

Eter Kharaishvili

08. AI-Enabled Digital Management of Energy Distribution Companies: A Practical Decision-Support Framework for Georgia's Energy Sector

Shorena Davitaia; Mikheil Machitidze

09. Artificial Intelligence Deployment in Startups: A Systematic Review and Bibliometric Analysis

Wawan Dhewanto; Prawira Fajarindra Belgiawan; Noorhan Firdaus Pambudi; Eko Heru Prasetyo; Nyayu Lathifah Tirdasari; Arianne Muthia Zahra; Karina Tifani

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10. AI-driven transfer of process models into BPMN Models in the Digitalization of the Public Sector

Christian Schachtner; Anastasia Helms

11. Blockchain innovation and food safety traceability in supply chains through an empirical qualitative approach

Hugo César Enríquez-García; Juan José Varela-Hernández; Angelica Basulto-Castillo

12. Artificial Intelligence for Air-Quality Management in Tbilisi: An Explainable Smart-City Decision-Support Framework

Mariam Dedabrishvili; Tatia Dundua; Tamta Lekishvili; Yuksel Ekinci; Ketevan Dundua

13. Artificial intelligence and financial distress prediction in local governments: a data-driven approach for public governance.

Eveny Ciurleo; Pietro Iaquinta; Alba Maria Gallo; Ubaldo Comite

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14. The Impact of Social Media Influencers on the Behavioral Intention of Educational Service Consumers (Georgian Case)

Nugzar Todua; Nia Todua; Mikheil Gurgenedze

15. Idol Influence or FOMO? Determinants of Purchase Intention for Ordinary Monsters Merchandise Among Indonesian Consumers

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16. The Roles of Influencer Credibility and Influencer Homophily on Generation Z's Purchase Intention

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17. AI Service Quality and Human Support Effectiveness in E-Commerce Customer Service: Effects on Customer Trust and Satisfaction

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Amanda Rochellea B.; Christian Haposan Pangaribuan; Rahajeng Tyas Astari

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Ia Nadirashvili; Maria Kldiashvili

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Nouredin Barati; Roya Anvari; Razieh Anvari

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Angelina Priscilla Tan; Joanna Christie Liem; Tri Wismiarsi

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Kanaya Audy Phwa; Christian Haposan Pangaribuan; Cherrie Aurelia; Pananda Pasaribu; Tri Wismiarsi

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Irakli Gazdeliani; Gulnaz Erkomaishvili

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Nugzar Todua; Nia Todua; Grigol Kartsivadze

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Mariam Elizbarashvili; Natalia Kharadze

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Nurdan Kavaklı Ulutaş; Sneha Saha; Shalini Balasubramani; Sarmin Haque

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Mariam Burmistrova

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Mourad Mansour

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50. Asynchronous Impact of Digital Transformation on Labor Productivity: The Case of the Georgian Real Estate Market

Natia Terterashvili; Shota Shaburishvili

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Yvonne Römer; Manuel Etzkorn; Harald von Korflesch

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Elene Dundua

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Marcel Dulgeridis; Sven Steinhardt

54. Digital Information Consumption and Self-Reported Information Processing Across Generational Groups in Georgia An Exploratory Survey

Marina Shioshvili

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Marine Natsvaladze

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56. Human-Centered Leadership in the Age of Artificial Intelligence

Patricia Gurrbach

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Vasil Kikutadze; Davit Sikharulidze; Lali Chagelishvili-Agladze; Tamta Lekishvili

58. Digitalization in Healthcare: Opportunities, Ethical Challenges, and AI Implementation

Siavash Hosseinpour Chermahini; Iuri Migriauli

59. Digital Health Technologies in Modern Healthcare

Siavash Hosseinpour Chermahini; Saltanat Khan

60. Organizational Behavior Implications of Artificial Intelligence Adoption in Healthcare Organizations

Halimah Mohd Yusof; Roya Anvari

61. The Role of Artificial Intelligence in Improving Healthcare Services

Siavash Hosseinpour Chermahini; Jalal Jbara

62. Entrepreneurial Mindset Development: Potentials and Limits of using AI in University Project Courses

Lena Bernhofer; Mirko Bendig

Additional Accepted Contributions

63. CIP - Community Innovative Pflege: Divergent Stakeholder Frames as an Early-Stage Challenge for Digital Innovation Communities in Long-Term Care

Richard C. Geibel; Annalena Sommer

64. Digital Health in Germany: Towards a Patient-Centered Digital Health Ecosystem Model (PCDHE)

Richard C. Geibel

Contributions Carried Forward from ISPC 2025

65. The Impact of Digitalization on International Trade Considering Economic and Political Risk

Tea Munjishvili; Giorgi Gaprindashvili; Teona Shugliashvili

66. Challenges for Women Starting Entrepreneurship in Digital Era (Evidence from Georgia)

Ia Natsvlishvili

67. Digital Management in the Agri-food Sector: Challenges and Opportunities in the Era of a Changing World

Eter Kharaishvili; Lela Aduashvili

68. Macroeconomic Systemic Aspect of Digital Governance under Fast-Changing World and Global Uncertainty

Givi Bedianashvili

69. Managing Brands Strategically in the Digital Era: Investigating Successful Marketing and Social Media Approaches in a Swiftly Changing Business Environment

Nina Kopianidi; Beka Skhirtladze; Nino Ketsbaia

70. The Impact of the Digital Economy on Education in the Context of Geopolitical Crises

Luka Gazdeliani

71. Preserving Critical and Analytical Thinking Skills in the Era of Artificial Intelligence: Evidence from Higher Education Student Submissions

Tamar Matcharashvili; Ioseb Mamukelashvili

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Manuel Etzkorn; Masoumeh Tavakoligargari; Harald von Korflesch